



Trip Report: Handicraft Marketing Seminars

Advisors:

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Submitted by:

Chemonics International, Inc.

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PURPOSE:

The objectives of the visit were to:

1. To deliver one-day *Handicraft Marketing Seminars* to firms interested in exporting under AGOA, as well as government officials, for each country visited.
2. To provide one-on-one marketing consultations the following day to interested participants of the seminars, in each country visited.
3. To brief Embassy officials as requested.

Team members for this visit consisted of Susan Hester, Ph.D, Hub Marketing Consultant, Tim Canedo, Hub Business Development Specialist, Bogadi Matsetse and Victoria Goba, Program Assistants, also of the Hub.

LOCATION AND DATES:

Work was carried out in Botswana (04-05 March 2004), Lesotho (07-10 March 2004), Swaziland (11-13 March 2004), Namibia (14-16 March 2004), Malawi (21-23 March 2004), and Zambia (24-27 March 2004).

HIGHLIGHTS:

- Botswana
 1. The Hub Team would like to thank US Ambassador to Botswana, Joseph Huggins, for his welcoming remarks to open the seminar.
 2. Oliver Broth of Botswana Craft and Marketing and Chigedze Chinyepi of Tjina Nkando Crafts shared their firms' experiences with the participants during the afternoon session. Also presenting were Mr. Benson Madisa, Export Promotion Officer from BEDIA, and Ms. Mmatshipi Motsepe, a Manager with Elliott International, who spoke about shipping goods to the U.S. under AGOA.
 3. Participation was more than expected - confirmed participants to the seminar numbered 50, but the actual number in attendance was 56.
 4. Participants brought an interesting array of handicraft products that were used as examples during the seminar in determining potential exportability with regard to cost and target markets.
- Lesotho
 1. The Hub Team would like to thank US Ambassador to Lesotho, Robert G. Loftis, and Deputy Chief of Mission Mr. Karl Albrecht for their interest and support of this seminar. Special thanks goes to Ms. Moroesi Akhionbare, also from U. S Embassy who helped us with logistics before and during our visit.
 2. Our thanks also to Mr. Mpho Malie, Lesotho's Minister of Trade, who officially opened the seminar.
 3. Export challenges for firms in Lesotho were discussed in the afternoon by Malisebo Mojaje of the Leribe Craft Center and Catherine Bock,

Managing Director of Cee Bee Clothing Pty, Ltd. Mr. Khaketla of Lesotho Department of Customs provided specific information on government export requirements, while Mr. Jason Niemann, Manager, Lesotho Express Delivery Service, addressed shipping issues related to AGOA.

4. Participation was far more than expected - confirmed participants to the seminar numbered 33, but the actual number attending was 47.
5. Participants brought an interesting array of handicraft products that were used as examples during the seminar in determining potential exportability with regard to cost and target markets.

- Swaziland

1. The Hub Team would like to thank the Deputy Chief of Mission, Robert Dance, who graciously made welcoming remarks on behalf of US Ambassador to Swaziland, James McGee, who was called away on urgent business. Mr. Roger Kenna, Commercial Attaché, and Ms. Dorothy Mlambo, Commercial Assistant, provided invaluable support from beginning to end.
2. Minister Mabili Dlamini, Ministry of Foreign Affairs and Trade, officially opened the day's activities with his statement.
3. Julie Nixon, who attended the December AGOA Conference in Washington, DC, and came home with orders, shared that experience with seminar attendees in the afternoon session. Swaziland-specific shipping information and regulations were discussed by Mr. Steve Cooper of ASB International.
4. Confirmation of the first order came less than a week after the seminar in Swaziland. Using U.S. contact information provided in the seminar manual, Ms. Dorothy Sacolo, owner of Kaya Craft, received an order for 50 sisal baskets from a U.S. buyer.
5. Participation was more than expected - confirmed participants to the seminar numbered 32, but the actual number attending was 37.
6. Participants brought an interesting array of handicraft products that were used as examples, during the seminar, in determining potential exportability with regard to cost and target markets.

- Namibia

1. The Hub Team would like to thank US Ambassador to Namibia, Kevin J. McGuire, for his warm welcome to seminar participants. Our thanks as well to David McCawley, Economic/Commercial Officer, and Rhona Mutumbulua, Economic/Commercial Assistant for their logistical support for the seminar.
2. Mr. Freddie !Gaoseb, Acting Executive Director, Namibia Investment Centre, officially opened the day's deliberations.
3. Two seminar participants shared their experiences with exporting: Karin Le Roux of Mud Hut Trading and Jacky McLeod of Penduka Women's Project. Karin spoke about her trip in December to Washington, DC, to attend the AGOA Conference, and her visit to New York City to meet buyers and attend a trade show, while Jacky

talked about exporting to the European market. Mr. Johnny Smith of Namport presented information about Walvis Bay, and Mr. Burghardt Grimm, Sales and Marketing Manager, Transworld Cargo, went over the specific requirements for goods shipped from Namibia to the U.S. under AGOA.

4. The participation at the seminar was far more than expected - confirmed participants to the seminar numbered 15, but the actual number attending was 32.

- Malawi

1. The Hub Team would like to thank Marc Dillard, Economic/Commercial Officer of the U.S. Embassy in Malawi for his welcoming remarks to begin the seminar. Richard Kimball, Private Sector Advisor, USAID Malawi, provided invaluable support both before and during the seminar.
2. Mrs. Colleen Zamba, Principal Secretary, Ministry of Commerce and Industry officially opened the seminar on behalf of the Government of Malawi.
3. Sandra Bizzaro of African Habitat addressed export challenges for Malawi in the afternoon session. She shared her experiences and urged producers to work together. Mr. L. P. Kachala, Assistant Deputy Commissioner for Customs and Excise, Malawi Revenue Authority, spoke about duty drawback and other MRA issues. A detailed presentation on shipping products from Malawi to the United States was given by Mr. Eddie Kaluwa, Managing Director, Combine Cargo (MW) Ltd.
4. Participation at the seminar far exceeded expectations - confirmed participants numbered 28, but the actual number attending was 46.
5. Participants brought an interesting array of handicraft products that were used as examples during the seminar in determining potential exportability with regard to cost and target markets. It was noted that the Malawian product, while of very good quality, was far less costly than similar products in the other countries.

- Zambia

1. The Hub Team would like to thank US Ambassador to Zambia Martin Brennan for his warm and personal opening remarks, and Chris Muyunda of USAID for his valuable assistance. We would also like to thank Ron Black, ZAMTIE Chief of Party, Chibembe Nyallugwe ZAMTIE Private Sector Development Specialist, and a special thanks to Chishimba Soko also of ZAMTIE for their help in planning and organizing various aspects of the seminar.
2. The seminar was officially opened with a statement by Mr. Glyne Michelo, Executive Director of the Export Board of Zambia.
3. Export challenges and experiences were shared by Mr. Aggrey Mpata of Gramiraj Investments in the afternoon session. Mr. Maybin Nsupila, Corporate Planner of the Export Board of Zambia, reported on research done by the Board on the Handicraft sector. Shipping

products from Zambia to the U.S. was addressed by Mr. Patrick Malumani of Hill & Delamain.

4. Participation was far more than expected - confirmed participants to the seminar numbered 24, but the actual number attending was 54.
5. Participants brought an interesting array of handicraft products that were used as examples during the seminar in determining potential exportability with regard to cost and target markets.

- General

1. The feedback from participants indicated that the seminar had been extremely valuable for many attendees. Excerpts from evaluation forms are provided below:
 - Words cannot express how appreciative I am for the seminar. Please let us have another seminar in the future after we have gone through the workbook and digested information imparted.
 - All presented well and bridged the gap between new and established producers.
 - Excellent workbook – will keep it and use it!
 - Presenter is passionate about handicrafts from Africa.
 - Informative and motivating
 - Most relevant seminar for Swaziland
 - Splendid performance. Presenters knew their stuff and put facts in a clear manner.
 - Quite an eye-opener! For once the aspects of exporting have been discussed to a minute detail.
 - Very good. Of all I have attended, to me this is the best.
 - We would be pleased if this will not be the end as you have opened our eyes about USA business.
 - I learned that patience pays and we need to work together.
 - We needed at least two days for more discussion and group interaction.
 - It was more than I expected: exceptional!
 - The team prepared well; case studies were relevant and eye-opening.
 - I have attended two other seminars on AGOA but explanation on AGOA on this one has been excellent as compared to the previous seminars.
 - Very educational and I will implement on all topics.

The most common complaint was that more time was needed to cover all the topics in the level of detail desired, and the most common request was to do more seminars like this one in the future.

2. Primarily export-ready firms took advantage of the one-on-one counseling sessions on the day following the seminar. Potential products were evaluated, and action plans for reaching the U.S. market were formulated. In some cases, link-ups with participants at other seminars were suggested. In addition, meetings were held with a reporter who wanted to know how to better highlight the handicraft industry and with a credit union representative who

wanted information about what her company's priorities should be in order to best support small producers.

3. Press coverage of the seminars was good. Press attended the seminars and wrote articles in each country; television coverage of the day's activities occurred in several countries. Articles on the event will be available on the Hub's website, as will electronic material from the manuals.

ISSUES

- There was a general lack of clarity among seminar participants as to exactly what was required of them in their export efforts, first by their own government, and secondly, as part of the shipping process. There was some additional confusion regarding Grouping Nine and handicraft eligibility under AGOA among both participants and U.S. government personnel. These issues were clarified easily during the seminar, in contrast to the government specific regulations that remained unexplained in most instances.
- Financing was a perpetual problem, but specifically, the recurrent issue was the need for short-term financing/loans to procure raw materials and to cover shipping costs for already received export orders.
- South Africa's VAT of 14 percent was a significant problem to exporters in Swaziland. In order to get a refund for the VAT, exporters have to submit the *original* paperwork from their U.S. customers within 30 days. If they fail to do so, not only do they not get their refund, but they are also fined 1,000 Rand.
- The ability of producers to come together and cooperate seemed to be constrained by a general lack of trust and competitiveness in the home market. In one country, Zambia, an association had been formed but was never effective in promoting cooperative efforts and was eventually disbanded.
- Producers often seemed unsure of how to set their ex-factory prices. In some cases prices appeared to be based on variable costs alone, and in other cases they seemed to be set at what the producer thought the market would pay rather than on a complete analysis of the producer's total costs.
- The high cost of inland transportation (specifically in Namibia but likely not limited to that country) was cited as an obstacle to export competitiveness.
- Similarly, the strong Rand has been detrimental to some of the emerging exporters' trade with the U.S.

RECOMMENDATIONS

1. Governments should be encouraged to establish an AGOA desk and develop a step-by-step manual for potential exporters. This would help the AGOA eligible governments as well to clarify for their own personnel (who often were unsure of procedures required by their own governments – as opposed to anything the US government might require) the specific documents and registrations necessary for exporting to the US under AGOA. The Hub through partners in the various countries could spearhead this effort.
2. Most of the companies attending the seminars were too small to be viable exporters on their own. They should be encouraged to come together and cooperate in some manner so that they could enjoy economies of scale in

transportation, share information on export markets, and be available to each other for subcontracting in the event that they receive an order too large for their individual company to fill. The Hub could work with partners to develop this type of cooperation through formal, or informal, networks.

3. Proficient use of the Internet is key to successful exporting. These SMEs need support to gain skills in email communication, setting up websites, and learning to do research on prospective customers and markets. Again, related technical assistance might be an intervention that the Hub could offer to targeted groups.
4. Many seminar participants expressed a keen interest in business planning, but very few indicated that they had ever written a plan. The Hub could offer additional information and support in business planning which would help these companies both run more efficient business in the local market, and also help them to evaluate the feasibility in terms of resources and personnel of expanding into the export market to take advantage of AGOA. An important part of the exercise would be to help producers understand the correct way to determine the pricing of their products.
5. The Hub may be able to offer assistance in clarifying the VAT issues for the various countries. This could be undertaken by the Hubs' in-house Custom's Specialist.

Annex 1: List of Speakers and Participants -Botswana Handicraft Seminar

<u>Speaker</u>		
1	Joseph Huggings	US Ambassador to Botswana
2	Susan Hester	Marketing Consultant, USA
3	Oliver Groth	Botswana Crafts
4	Chigedæ Chinyepi	Tjina Nkando Crafts
5	Benson Madisa	Export Promotion Officer, BEDIA Manager, Elliot Clearing and Forwarding, Elliott
6	Mmatsipi Motsepe	International
7	Tim Canedo	Business Development Specialist
<u>Participant</u>		
1	Ms Julia Mosope	Oodi Weavers Cooperative (Lentswe La Oodi Producers)
2	Ms I S Molwantwa	
3	Ms Thabita Thothe Managing Director	Marothodi (Pty) Ltd (Manufacturers of hand-printed Cloth)
4	Mrs Edith Ntoni	Baikagi Weavers (Near Peleng Community Centre)
5	Julia Phale	
6	Mrs. A Moengwa	Moengwe Weavers Botswana Pelegano Village Industries (Glass Craft Botswana - Gabane)
7	Ms. Pauline La Rose	Botswana - Gabane)
8	Ms Botlalo Keipile Ms. Rebecca	Botswelole Centre (Thamaga Pottery)
9	Senthumolang	Bokamoso Women's Basketry Cooperative
10	Mr Tony Mcloskey	Serowe Wood Carvers Botswana Leatherworks (Manufacturers of Leather Products)
11	Mrs K S Tamasiga	Kgalagadi Gameskin (Pty) Ltd
12	Mr Kennedy Mmopi	Frame Gallery
13	Renee Eisen Johnny Power	
14	Kamutua	San Arts & Crafts
15	Bakhwi Kablay	Indis Designery
16	Oliver Groth	Botswana Craft
17	Moreri Letlhare	Smart Craft
18	Mr. David Modise	Modise O
19	Ms. Tidimalo Montlane	Ithuteng Tin Works
20	Ms. Lisa Reed Chigedæ Virginia	The Craft Centre Power Station
21	Chinyepi Mr Tally, Managing	Tjina Nkando Crafts
22	Director Mr Craig Chow,	Caratex Botswana (Pty) Ltd
23	Director	
24	Rapelang Ainkgowe	Masa Seni, Precious Stones (Pty) Ltd
25	Mr Bharat Ratnu, Techn. Manager	
26	Conni Nagatela	Seloka Leather Work
27	Mrs. Y. Rampa	Kgatelopele Potter & Décor

28	Catherine Motshwari Mosetsanagape	Motanka Jewelry
29	Gaoilwe Wame Bingana Belai,	Quilt & Curtaining Centre
30	Director Charles S. Bangura,	Senedu Investment (Pty)
31	Manager	Private Bag 156, Maun
32	Joyce G. Andersen	Remmogo Holdings (Pty)
33	Caroline Lesang	Caroline Garments (Pty)
34	Sally Pillar	Nature Care
35	Mr. Oteng B. Batlhokie	Director, Dep. Industrial Aff.
36	Chandrasekar Muthu	Principal Industrial Officer
37	Mrs Kesego Mogotsi	Industrial Officer
38	Mr. David Okullo	Industrial Officer
39	Mr. Jorge Borges	CDE
40	Joshua Kambai	Shuaka Leather Works
41	Madeleine Kirby	Mokolodi Trading
42	Kgomotso Hargraves	Goodman Botswana
43	Otse M	Tradexpo (Pty)
44	Rapelang-Ainkowe	Masa Semi Precious
45	Marketing Officer	Mokgweetsi
46	Managing Director	Bridget Mavuma

Annex 2: List of Speakers and participants –Lesotho Handicraft Seminar

Speakers

- | | | | |
|----|-----------------|---|--|
| 1. | Robert Loftis | - | US Ambassador |
| 2. | Hon. Mpho Malie | - | Minister of Trade and Marketing, Lesotho |
| 3. | Susan Hester | - | Marketing Consultant, SA Trade Hub |
| 4. | Catherine Boch | - | Cee Bee Clothing |
| 5. | Malisebo Mojaje | - | Leribe Craft Centre |
| 6. | Mr. Khaketla | - | Lesotho Revenue Authority |
| 7. | Peter Tsoafo | - | Central Bank of Lesotho |
| 8. | Jason Niemann | - | Lesotho Express Delivery |
| 9. | Tim Canedo | - | Business Development Officer, SA Trade Hub |

Participants

No.	Name	Organization
1	Patricia Mashologu	Femme Afrique
2	Mathabeng Mashologu	Femme Afrique
3	Makhotso Komane	ADONAI Textiles
4	Lineo Komane	ADONAI Textiles
5	Mapaseka Motoko	Basotho Leather works
6	Anna Mone	Anna Dressmaking & Design
7	Moliehi Lerothodi	Lesotho Cooperative Handicrafts
8	Ntloheleng Matete	Metso Crafts
9	Manthabiseng Rammalane	Elelloang Basali weavers
10	Mahlalefang Mabusetsa	Elelloang Basali weavers
11	Mabethuele Chatsane	Hatoa Mose Mosali
12	Matanki Lintsi	Hatoa Mose Mosali
13	Malimakatso Mokoena	Helang Basadi Crafts
14	Mabasiea Seete	Helang Basali Crafts
15	Rose Paradise	Mabeoana Quilts
16	Patricia	Mabeoana Quilts
17	Lineo Lerotholi	House of Africa
18	Matsobotsi Letsatsi	Tsoaranang Ka Lerato
19	Rebecca Tsilo	Seithati Weavers
20	Maneo Temeki	Seithati Weavers
21	Masetumo Lebitsa	Matela Weavers
22	Lineo Sephelane	Lady Diana Dressmakers
23	Makamoho Bereng	Mesikong
24	Matshepo Shea	Mabeona Crafts
25	Maleshoane Mokhoane	Shoby Creations
26	Lineo Ntau	Customs & Excise
27	Seretse Rachabane	Customs & Excise
28	Makhehleng Tsosane	Customs Risk Analysis, LRA
29	E. M. Thamahe	Lesotho Revenue Authority
30	Mamojalefa Letsapo	Ministry of Trade & Marketing
31	Pitso Damane	Ministry of Trade & Marketing
32	Lekoetse Leuta	Ministry of Trade & Marketing

33	Peter Tsoafa	Central Bank of Lesotho
34	Moselantja Moletsane	
35	Mopeli Mopanyane	
36	Pea Machai	
37	Motheba Lerotholi	
38	Thabang Loko	Press
39	Ntsau Lekhetso	Press
40	T. Mojela	MTICM
41	Nicole Haber	US Peace Corps

Annex 3: List of Speakers and participants -Swaziland Handicraft Seminar

Speakers

- | | | | |
|----|---------------------|---|--|
| 1. | Robert Dance | - | Deputy Chief of Mission, US Embassy |
| 2. | Hon. Mabili Dlamini | - | Minister of Foreign Affairs and Trade |
| 3. | Susan Hester | - | Marketing Consultant, SA Trade Hub |
| 4. | Julie Nixon | - | Rose Craft |
| 5. | Steve Cooper | - | ASB International, Shipping |
| 6. | Tim Canedo | - | Business Development Officer, SA Trade Hub |

Participants

No.	Name	Organization
1	Jane Maseko	Trade Promotion Unit, Ministry of Trade
2	Skhumbuzo Mngomeni	Dlakadla crafts
3	Julie Nixon	Rose Craft
4	Rose Roques	Rose Craft
5	Juliet Mavumbela	Etule Culture Company
6	Ellinah Nxumalo	Kusile Expert Weavers
7	Julia Abrahams	Endlotane Studios
8	Collin Dlamini	Sizabantu Arts & Crafts
9	Mamatle Dlamini	Siyakha Swazi Crafts
10	Veronica Maziya	Craft Variety
11	Dorothy Sacalo	Khaya Crafts
12	Sheila Freemantle	USAID/Namibia
13	Gerda Evans	Rural Arts
14	Tony Papageorge	Rural Arts
15	Robin Dibben	Sigugi Arts and Crafts
16	Sibusiso Dlamini	Sigugi Arts and Crafts
17	Jabu Vilakati	Safmarine Shipping
18	Bhekisisi Masangane	Swazi Observer
19	Els Hooft	Baobab Batik
20	Bongani Dlamini	Swazi Tourism Authority
21	Phesheya Vilikati	Swazi Observer
22	Ruth Sithole	Ministry of Enterprise and Employment
23	Patricia Ngozo	Buy Swazi Craft Centre
24	Betram Stewart	Ministry of Foreign Affairs and Trade
25	Celiwe Nkhambela	Importers and Exporters Association
26	Sindi Shabangu	Mantenga Crafts
27	John Creamer	Swazi Investment Promotion Authority
28	Evelyn Matsebule	SM & EB Investments
29	Wellie Magongo	Benwell Pty
30	Paul Dlamini	Lubombo Arts
31	Bongani Dlamini	Lubombo Arts
32	Girle Mabuza	Ministry of Enterprise and Development
33	Bernard Abbramowitz	Swazi Candles
34	Funekile Mkhunta	Swazi Investment Promotion Authority
35	Isabella Katamzi	Lulango Lwake Ngwane

36	Roger Kenna	US Embassy
37	Dorothy Mlambo	US Embassy

Annex 4: List of Speakers and participants –Namibia Handicraft Seminar

Speakers

- | | | | |
|----|-----------------|---|--|
| 1. | Kevin McGuire | - | US Ambassador |
| 2. | Freddie !Gaoseb | - | Acting Executive Director, Namibia Investment Centre |
| 3. | Susan Hester | - | Marketing Consultant, SA Trade Hub |
| 4. | Karin Le Roux | - | Mud Hut Trading |
| 5. | Jacky Mcleod | - | Penduka Womens Project |
| 6. | Johnny Smith | - | Namport |
| 7. | Burghardt Grimm | - | Transworld Cargo |
| 8. | Tim Canedo | - | Business Development Officer, SA Trade Hub |

Participants

No.	Name	Organization
1	Jenny Carville	Karakulia Weavers
2	C.M. Siririka	Business Consultant Services
3	Johan Visser	Dune Lizard Crafts
4	Marie Visser	Namcrafts Centre
5	Maria Gowases	Namibia Gem Projects
6	C.S. Tjirimuje	Business Consultant Services
7	Karin Le Roux	Mud Hut Trading
8	F. Hango	Customs and Excise
9	Annemarie Britz	RF/NCC Rossing Foundation
10	Erastus Amadhila	EAWA Production
11	Collin Gaochab	SME Compete
12	C. Von Hase	African Kirikara Art
13	Beth Terry	Design & Development Services
14	Karape Katjivive	Ministry of Trade and Industry
15	Ruth Shithonga	Ministry of Trade and Industry
16	A.N. Mbuende	Mpa Mpa
17	A. Nakibuule	Namibia Development Trust
18	Malcolm Williamson	National Trading Programme
19	Phillip Muinjo	Ministry of Trade and Industry/NIC
20	Monty Sebastian	Oshiwa Arts & Crafts
21	Ester Katjikuire	Dreams Come True
22	Katerina Kasova	People in Need
23	Papa Shikongeni	Artist
24	G. Baufeldt	Leather Connections
25	David McCawley	US Embassy
26	Ruana Mutumulua	US Embassy

Annex 5: List of Speakers and Participants -Malawi Handicraft Seminar

Speaker

1 Marc Dillard	Economic/Commercial Officer, US Embassy Malawi
2 Colleen Zamba	Principal Secretary, Ministry of Commerce and Industry
3 Susan Hester	Marketing Consultant, USA
4 L.P. Kachala	Assistant Deputy Commissioner for Customs(MRA)
5 Eddie Kaluwa	Managing Director, Combine Cargo (MW) Ltd
6 Sandra Bizzaro	African Habitat
7 Tim Canedo	Business Development Specialist

Participants

1 Sandra Bazzario	African Habitat
2 Molly Nenesa	Paper Making Education Trust
3 Nini Brenda Banda	Zamanja Women Arts & Crafts
4 Joseph Mbewe	Gemland Company
5 Loveness Chinthuli	Chinthuli Enterprises
6 World S. Magugu	Magugu Investment & Knitting School
7 Sally Foster Brown	Take Care
8 Agness Penumlungu	AFRO Outfits
9 Mrs. Majorie Mshana	Chichji's Style
10 Marnto Chirowa	
11 Villie Beatrice Chibonga	Fine and Touch
12 Grace Chilinjala	Miracle Cane Furniture
13 Elizabeth Chikoya	JED Enterprise
14 Lucy Mantweya Phiri	Five Little Birds Creation
15 Friday A Chidyamayani	Mango Cane Furniture & Handicraft
16 Dauo J.J. Likuka	Mangochi Handicraft
17 Mabel Mijiga	Chrisma Enterprises
18 Evelyn Kanjo	DKM Investments
19 Jessica M. Banda	Development Trading Ltd
20 Gaffar Ali	M and K Cane Manufactures
21 Kennedy Jingini	Palikanthu Farming Investments
22 Harry Naphazi	Naphazi and Sons International
23 Tamara Hudson	Chifunbdo Artisans Network
24 L.S.N. Buliany	Chiponde Crafts
25 Ana Gunasena	Gem & Jewelry Lanka Ltd
26 Chancellor Kaferapnajira	Malawi Confederated Chambers of Commerce
27 Shenton Gondwe	Information and Communication Officer
28 Grace Kamvazakazi	Ministry of Commerce and Industry
29 Priston Msiska	US Embassy Malawi
30 Rob Lindner	Lindner & Lindner Ltd, USA
31 Justice Mpondo	Blantyre College of Journalism Agency
32 Esther Misheck	Blantyre College of Journalism Agency
33 Harriosn Malinui	AFRO Media Consultants
34 Stanely L. Mkandawire	Box 553, BT
35 Wedson Mikwa	The Weekly News

36 Chris Sande
37 Eluphy Banda
38 Adulaziz Onile
39 Stuart Winga
40 Eddi Kaluwa

SABC Coverage
MIPA
Blantyre Medaia College
Sunrise Cane Furniture
Blantyre Customs

Annex 6: List of Speakers and Participants -Zambia Handicraft Seminar

Speaker

1 Martin Brennan	US Ambassador
2 Glyne Michelo	Executive Director Export Board of Zambia
3 Susan Hester	Marketing Consultant, USA
4 Patience Mwiilu	ZRA
5 Maybin Nsupila	EBZ
6 Patrick Malumani	Hill & Delamain
7 Tim Canedo	Business Development Specialist

Participants

Organization

1 Nancy Kawandami	Goaldilox Salaon & Crafts
2 Patrick Malumani	Hill & Delmain (Z) Ltd.
3 Stediahn H. Natala	Chaabwe Investments LTD
4 Joe K. Lima	LIMA Arts
5 David Chivers	Nsolo Silver Jewelry
6 Louise N. Banda	Zonse Furniture
7 Beatrice P. Nyanhando	Beatmas Supplies
8 Mary Sambo	E M Oceanic Associates Limited
9 Michael Mwandila	Miopen Enterprises
10 Julia Mutale	Moore Pottery
11 Angelia C Phiri	Chachi Handicrafts
12 Christopher Nyambe	Mukuni Crafts Village
13 Namakau Kaingu	Chukweumeka Limited
14 Richard Muwamba	Kwidu Trade Ltd
15 Ennie Banda	Mitengo Women's Enterprises
16 Peter Change	MEDUSA Crafts
17 Mary Lubemba	Nangaunozye Fashions Ltd
18 Mundia Sibongo-Niapa	Rivera Enterprises
19 Christine Nkandu	Chriss-Country Fabrics
20 Chrisitne Banda	Siso Designs
21 Lillian Kanade	Nansanzo International
22 Mwape Malawo	Nilasu Enterprises
23 Lawrence Conde	CTM Holdings Ltd
24 Chrstine Mulundiki	Makumbi Fashions & Handicrafts
25 Evelyn Kaenga-Mwenso	Yasheni Homes & Multi Purpose Centres
26 Patrick Sankold	Kabwata Village
27 Chris Muyunda	USAID, Zambia
28 Justin Machila	EBZ
29 Vedruna Santana	US Embassy
30 Mark Maseko	US Embassy
31 Lackson Kanyemba	EBZ
32 Danstan Kaunda	Business Leisure News
33 Stephen Kata	MISA, Zambia
34 Anna - C Mushaninge	Kapcha Craftis
35 Ron P. Black	Chief of Party, ZAMTIE

36 Chibembe Nyalugwe	Private Sector Development Specialist, ZAMTIE
37 Chishimba Soko	Research Assistant, ZAMTIE
38 Chimba Yumbe	ZNBC Press
39 Chansa Mayani	ZNBC Press
40 Patricia Mulenga	US Embassy
41 Joseph Ngwira	EBZ
42 Abitana Hachamba	EBZ
43 Chanda Chileshe	Business Week
44 Mubita Mutukwa	Pan African News Agency
45 Taza Tembo	Business & Leisure News
46 Chris More	ECI Africa
47 Jonathan Simwawa	EBZ
48 Mwinji Silwimba	EBZ
49 Conard Simuchile	MCTI
50 Sunday Chikoti	MCTI
51 Maybin Nsupila	EBZ
52 Monde Yeta	Step-IN
53 Chani Chimuthu	Step-IN
54 Liversage Mullanda	Times of Zambia Press
55 John Chola	Radio Choice

Annex 7: Sample agenda

SOUTHERN AFRICA GLOBAL COMPETITIVENESS HUB



Handicraft Marketing Seminar *Botswana*

Date: 4th March, 2004

Venue: Southern Africa Global Competitiveness Hub Conference Room
International Commerce Park, Lot 40, Unit 4
Gaborone

Seminar Agenda

- 8:00 - 8:15 **Welcome Remarks**
His Excellency Ambassador Joseph Huggins, US Ambassador to Botswana
- 8:15 - 8:30 **Opening Statement/Remarks**
Hon. Minister Jacob Nkate, Minister of Trade and Industry
- 8:30 - 9:15 **Exploring Specialty Markets**
Dr. Susan Hester, Marketing Consultant
Museums, Art Galleries and Zoos
Independent Retailers
- 9:15 - 10:00 **How to Target Your Market**
Dr. Susan Hester, Marketing Consultant
Consumers
Customer/Channel of Distribution
Competition
Company Information
- 10:00 - 10:30 **Understanding How Buyers Purchase**
Dr. Susan Hester, Marketing Consultant
Characteristics of the Museum, Art Gallery, and Zoo Souvenir Retailer
Characteristics of Independent Retailers
Researching the Store and Buyer's Preferences
Making Contact with the Buyer
Your First Meeting or Phone Call with the Buyer

10:30 - 10:45 Coffee and Tea Break

- 10:45 - 11:40 **Understanding Buyers Expectations**
Dr. Susan Hester, Marketing Consultant
The Importance of Sample Products
Quality Control Issues
Size Specifications
Errors and Return Policies
Packaging, Labelling, Ticketing, and Shipping
- 11:40 - 12:15 **Presenting Products and Price Lists to Buyers**
Dr. Susan Hester, Marketing Consultant
Presenting Prices to Your Customer

Sample Specification Sheet

12:15 – 12:40	Costing Products for Export Dr. Susan Hester, Marketing Consultant <i>Cost Sheet Components</i> <i>Sample Cost Sheet</i>
12:40 – 1:00	Getting Paid by Foreign Buyers Dr. Susan Hester, Marketing Consultant <i>Letters of Credit and Other Secure Methods of Payment</i> <i>Checking Bank and Trade References</i>
1:00 – 2:00 Lunch	
2:00 – 2:30	Export Challenges for Botswana Oliver Groth, Botswana Craft and Marketing Chigedze Chinyepi, Tjina Nkando Crafts
2:30 – 3:00	Country Specific Issues Mr. Benson Madisa, Export Promotion Officer, BEDIA <i>Duty drawback</i> <i>Lowering transport costs</i> <i>Collaborating on large orders</i> <i>Country-specific export programs</i>
3:00 – 3:30	Shipping Products to the U.S Ms. Mmatsepi Motsepe, Manager, Elliott Clearing and Forwarding, Elliott International <i>Packaging for Overseas Shipments</i> <i>Documentation and Trade Regulations</i> <i>Finding Reliable Freight Forwarders and Customs Brokers</i> <i>Insurance</i> <i>Scheduling and Lead Times for Export Shipments with country specifics</i>
3:30 - 4:15	Business Planning Tim Canedo, Business Development Specialist <i>The importance and benefits of business planning</i> <i>The written plans (elements)</i> <i>Sample formats</i> <i>Using the plan</i> <i>Revising and updating the business plan</i>
4:15 - 4:30 Coffee and Tea Break	
4:30 – 5:00	Getting Started: Learning from the Experience of Others Dr. Susan Hester, Marketing Consultant <i>Lessons from the AGOA Conference</i> <i>Product Choices</i> <i>Distribution Options</i> <i>Potential U.S. Contacts</i>
5:00 – 6:00	Next steps: Developing an Export Strategy Dr. Susan Hester, Marketing Consultant <i>Define Your Export Business</i> <i>Profile Your Target Consumers</i> <i>Compare Your Company to Your Key Competitors</i> <i>Determine what Company Resources are Available for Exporting</i> <i>Delegate Exporting Responsibilities in Your Company</i>
6:00	Closing Session

Tim Canedo, Business Development Specialist

Follow-Up

Seminar Evaluation